

# Cupertino-Chengdu Friendship City Association

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September 14, 2016

Barry Chang  
Mayor  
City of Cupertino  
10300 Torre Avenue  
Cupertino, CA 95014

Dear Mayor Chang:

Our organization is very thankful to be given the opportunity to enhance relations between Chengdu and Cupertino via the Friendship City program. Please find the attached application for the City of Cupertino Friendship city program.

As you will find in the application, the Cupertino-Chengdu Friendship City Association seeks to work within the Friendship City guidelines to provide:

1. Connections with thought leaders in Chengdu in the areas of transportation, technology, art, cuisine, and city planning
2. Cultural Events that enhance the spice of life
3. Educational Opportunities for college students
4. Business Opportunities and Networks for established firms and startups

Our members are very excited to get started, and we've received a good reception from Chengdu folks in the area for this idea.

Please let us know if you have any doubts or questions about our proposal. We are looking forward to your feedback!

Sincerely,

Emily Lai  
President, Cupertino-Chengdu Friendship City Association



**CITY OF CUPERTINO  
FRIENDSHIP CITIES PROGRAM  
APPLICATION FOR DESIGNATION**

**Instructions**

This application is to be completed by the Friendship City Committee of the requesting international city and submitted electronically to the Cupertino City Manager's Office by emailing [pio@cupertino.org](mailto:pio@cupertino.org).

**Background**

A Friendship Cities Designation is an established relationship between the City of Cupertino and a partnering international organization that is mutually beneficial. The first step towards establishing a Friendship Cities Designation is to complete this application. This application helps to identify proposed goals of the relationship, the supporting activities expected, and highlights the areas of interest strengths, or needs of each party. The proponents of establishing such a relationship must be a collaboration of a community organization (a Friendship City Committee) and an elected official of the participating international city.

**Who May Request a Friendship Cities Designation?**

Any established Friendship City Committee of the proponent Friendship City may submit an application. The most successful applications will have more than one sponsor and will represent multiple agencies or organizations.

**Processing and Approval of the Application**

This application will clearly state the rationale and the goals of the relationship and the mutual benefits in establishing this relationship. Once the designation is in place, all information in the application will be shared with the community and stakeholders upon request.

Complete information for key contacts and authorizing individuals (the signing authorities) must be provided before the relationship can be finalized. In addition, the committee must have a Cupertino Councilmember sponsorship. Incomplete information will delay the process. A Friendship Cities Designation will be authorized for a period of two (2) years as outlined in the City of Cupertino's "Policies and Guidelines on Sister Cities, Friendship Cities, and International Delegations" and will be subject to all guidelines therein.

## **CUPERTINO FRIENDSHIP CITIES PROGRAM APPLICATION FOR DESIGNATION**

To be completed in English by the requesting organization:

1. Name and Country of the proposed Friendship City and the Friendship City Committee:  
\_\_\_\_\_ **Chengdu; Cupertino-Chengdu Friendship City Association** \_\_\_\_\_
2. Today's date: \_\_\_\_\_ **September 13, 2016** \_\_\_\_\_
3. Name of person requesting relationship: \_\_\_\_\_ **Emily Lai** \_\_\_\_\_  
Title: \_\_\_\_\_ **President** \_\_\_\_\_  
Affiliation: \_\_\_\_\_ **Cupertino-Chengdu Friendship City Association** \_\_\_\_\_  
Address: \_\_\_\_\_ **10145 Congress Place, Cupertino** \_\_\_\_\_  
Email: \_\_\_\_\_ **emilyrlai@yahoo.com** \_\_\_\_\_  
Phone: \_\_\_\_\_ **408-555-9788** \_\_\_\_\_
4. City of Cupertino Sponsor: \_\_\_\_\_ **Barry Chang** \_\_\_\_\_
5. Friendship City Elected Official Sponsor: \_\_\_\_\_ **Qian Wang, District Mayor** \_\_\_\_\_
6. **RATIONALE:** Please explain the rationale and focus of the requested Friendship Cities Designation. Describe why a Friendship City relationship would be beneficial to the City of Cupertino and your local community, organization, and city. Please outline the areas of mutual strength and interest for each of the participants. Limit this section to four pages and attach it to this application. Items to include:
  - Names, titles, and affiliations of those who will be involved at the proponent Friendship City and the Friendship City Committee. Be sure to include information for the proponent Friendship City's Mayor as they will have the primary signing authority of the Friendship City.
  - Areas of mutual interest upon which the relationship will focus.
  - Opportunities for new activities and potential outcomes.
  - Benefits and measurable results that the City of Cupertino and proponent Friendship City can expect as a result of the establishment of such a relationship.
7. **RESOURCES:** Please address monetary and in-kind resources that may be necessary to conduct the activities of this relationship, how they are to be obtained, and from whom. If none, state "no funding required". Please note that the City of Cupertino does not currently provide funding for Friendship Cities. Limit this section to one page and attach it to this application.
8. **PROFILE:** Please attach a brief profile of your city and Friendship City Committee including, but not limited to: background, location, nature, size, and relevant programs. Limit the profile to no more than two pages.
9. **ADDITIONAL INFORMATION:** Please add any additional information about this proposed relationship, the proponent Friendship City, and/or the Friendship City Committee that you wish to share. Limit additional information to no more than 2 pages.

## Section 6 - RATIONALE

The Cupertino-Chengdu Friendship City Association (CCFCA) exists to build goodwill, facilitate cultural exchange, and create mutually beneficial economic ties between the cities of Cupertino, California, USA and Chengdu, Sichuan, PRC. The CCFCA consists of Cupertino citizens, residents of the Bay Area with heritage in Chengdu and Sichuan, and people interested in creating a bridge between these two municipalities.

An immediate goal of the CCFCA is to establish a Friendship City program between Cupertino and Chengdu. This program will benefit the citizens and businesses of Cupertino by providing:

1. Connections with thought leaders in Chengdu in the areas of transportation, technology, art, cuisine, and city planning
2. Cultural Events that enhance the spice of life
3. Educational Opportunities for college students
4. Business Opportunities and Networks for established firms and startups

### CCFCA Organization

President: Emily Lai  
Vice President: Keita Broadwater  
Vice President: Weixing Chen  
Treasurer: Jing Wu  
Secretary: Xing Wang  
Members at Large: Beverly Hu,  
James Lei, Connie Miao

Once established, the first year deliverables of this program that tie to these above goals will be:

- Facilitating 2 to 3 Delegations Per Year: The CCFCA intends for both city leadership, business leaders, and other Cupertino citizens to meet each other in their home cities. This includes annually inviting Cupertino Council members to Chengdu to attending the *Innovation Forum for Mayors of International Sister Cities of Chengdu*. This also includes hosting similar delegations from Chengdu to Cupertino.
- Since spicy cuisine is a hallmark of Chengdu, the CCFCA will host a Sichuan Spicy Food Festival in Cupertino. It will invite relevant local businesses to participate as well as chefs from Chengdu.
- Various festivals and events in Cupertino have representation by various cultural organizations. CCFCA will participate 1 to 2 in cultural festivals in Cupertino.
- Study Abroad for De Anza Community College. The CCFCA will work with De Anza College and interested universities in Chengdu to connect local college students with study abroad opportunities. The members will also act help to facilitate the students who take part with local connections and travel tips.

Two additional areas of interest to the Citizens of Cupertino where there could be opportunities are bicycle/transportation management and technology/entrepreneurship. Bicycling has long been a major mode of transportation for Chengdu, and many of the challenges that face Cupertino in this area may have remedies that Chengdu experts could suggest. For technology, since Chengdu is a major hub of technology development, manufacturing and marketing, it makes sense to explore opportunities for Chengdu businesses that are looking to enter American markets to establish an initial foothold in Cupertino.

Lastly, the CCFCA will apply for non-profit for IRS 501.c.3 status.

## 7. RESOURCES

The activities outlined above will require no budget from the City of Cupertino. The CCFCA will fund the activities by holding fundraising activities throughout the year, and engaging sponsors. One fundraising activity that the members are practiced in is hosting banquets. For such dinners, the CCFCA will invite following interested associations and hold the events 3-4 times each year.

- (1) Silicon Valley Sichuan University Alumni Association
- (2) CASPA
- (3) Silicon Valley Sichuan Sisters Association

## 8. PROFILE

The organization's profile was outlined in section 6. This profile of Chengdu is excerpted from the Wikipedia entry.

**Chengdu** is the provincial capital of Sichuan province in Southwest China, as well as a major city in Western China. It holds sub-provincial administrative status. As of 2014 the administrative area houses 14,427,500 inhabitants with an urban population of 10,152,632. According to the 2010 census, with 10,484,996 inhabitants in its built-up (or metro) area including Guanghan City in Deyang and Xinjin County, Chengdu is the fifth-most populous agglomeration in China. Chengdu is one of the most important economic, financial, commercial, cultural, transportation, and communication centers in Western China. Chengdu Shuangliu International Airport is one of the 30 busiest airports in the world, and Chengdu Railway Station is one of the six biggest railway stations in China. Chengdu also hosts many international companies and more than 12 consulates. More than 260 Fortune 500 companies have established branches in Chengdu due to huge demand of Western China. In 2006, it was named China's 4th-most liveable city by China Daily.

The fertile Chengdu Plain, on which Chengdu is located, is also known as the "Country of Heaven" (Chinese: 天府之国; pinyin: *Tiānfǔzhiguó*), a phrase also often translated as "The Land of Abundance". The discovery of the Jinsha site suggests the area of Chengdu had become the center of the bronze age Sanxingdui culture around the time of the establishment of the state of Shu, prior to its annexation by Qin in 316 BC.